



AUTOMOTIVE  
RETAILERS ASSOCIATION

# 2024 MEMBERS RETREAT & GALA FUNDRAISER

HILTON WHISTLER RESORT & SPA  
WHISTLER, BC  
SEPTEMBER 27-28

## SPONSORSHIP PROSPECTUS

# About Us

The ARA represents the automotive industry in B.C. We're here to ensure the key issues and needs of our dynamic industry are being addressed so our members can focus on their own business growth and success.

The ARA is the largest trade association of its kind in Canada, with over 1000 business members across British Columbia. While we represent the industry within British Columbia, we also participate at a national level with our counterparts in other provinces, as part of the National Automotive Trades Association (NATA). The ARA has played a lead role in NATA since its inception in 1947.

The ARA represents the automotive industry across **6** key divisions:

- Automotive Glass
- Automotive Recyclers
- Collision Repair
- Licensed Motor Dealers
- Mechanical Repair
- Towing & Recovery

## ARA by the numbers



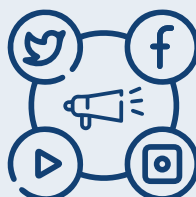
**1,000+** active ARA business members and **3,000+** group plan members



Over **70 years** representing the automotive industry in British Columbia



ARA is the **largest trade association** of its kind in Canada



**18,000+** active social media followers and email subscribers

**Maximize your brand's  
reach and impact at the  
2024 Members Retreat  
& Gala Fundraiser**



Key Event Sponsor



Premier Sponsor



À la carte Sponsor

# Sponsorship Opportunities

## Key Event Sponsor

**Cost: \$5,500**

### Benefits:

- 4x full weekend passes for the Members Retreat
- 2 ARA Honda Celebration of Lights dinner boat cruise tickets.
- logos will be prominently displayed on the ARA Events Website
- key sponsor logos will have distinct recognition on all event-related social media and email campaigns
- key sponsor logos will be on all signage, nametags/lanyards, print material and on screen during event
- 1 of 3 key sponsors of the Annual ARA Golf Tournament, Luncheon, Chairman's Reception, and the Gala Night
- key event sponsors may bring their own signage to display throughout the event

## Premier Sponsor

**Cost: \$3,500**

### Benefits:

- 2x full weekend passes for the Members Retreat
- logos will be prominently displayed on the ARA Events Website
- premier sponsor logos will have recognition on all event-related social media and email campaigns
- premier sponsor logos will be on select signage and event-related print material

## À la Carte Sponsor

**Cost: \$1,000 per opportunity**

### Benefits:

- wide range of event-specific sponsorship opportunities (contact us for full details)
- logos will be displayed on event-related social media, alongside other À la carte sponsors
- sponsor logos will be on specifically sponsored signage and event-related print material
- various sponsorship opportunities throughout weekend events (contact us for full details)

# CONTACT US

**Automotive Retailers Association**  
Driving Industry Excellence

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Burnaby, BC | V5J 5H7

For sponsorship opportunity inquiries please contact:  
[eventsplanning@ara.bc.ca](mailto:eventsplanning@ara.bc.ca)



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